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1958-1959

A Special Study Of Total Voluntary And Alumni Support To America's Catholic Colleges And Universities

Based on the 1958-1959
Survey of Annual Giving
and Alumni Support

Sponsored by— John Price Jones Company, Inc.
150 Nassau St., New York 38, N.Y.

In cooperation with— American Alumni Council
1785 Massachusetts Ave., N.W., Washington 6, D.C.

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FOREWORD

This Survey is the fourth step in the John Price Jones Company's continuing study of the problems of financing Catholic higher education.

The Progress Report entitled "Eighteen Recommendations to Help Strengthen Fund-Raising for Catholic Colleges and Universities", issued in 1958, marked the first step. Regional conferences on the report followed later in 1958. A summary of a panel discussion on "Creating the Public Image of the Catholic College of University in the Community", conducted under our auspices, was distributed in 1959.

This study was prepared by Charles A. Brecht, Vice-President of our company, and David M. Thompson, Assistant Director for Educational Fund Raising of the American Alumni Council.

The *1958-1959 Survey of Annual Giving and Alumni Support* of the American Alumni Council supplied the basic data for this study. In addition, some statistics were taken from the 1958-1959 survey of *Voluntary Support of America's Colleges and Universities* conducted by the Council for Financial Aid to Education.

We appreciate the helpful advice of Rev. William J. Dunne, S.J., Associate Secretary of the National Catholic Educational Association during the planning period of this study.

The observations and comments of all who read this study will be deeply appreciated.

CHARLES A. ANGER
Chairman of the Board
John Price Jones Company, Inc.

1958-1959 VOLUNTARY SUPPORT OF CATHOLIC HIGHER EDUCATION

We believe that this report marks the first comprehensive and exclusive study of voluntary support of Catholic colleges and universities. It would not have been possible without the *1957-1958 and 1958-1959 Surveys of Annual Giving and Alumni Support* of the American Alumni Council, nor, to a lesser degree without the report on *1958-1959 Voluntary Support of America's Colleges and Universities* of the Council for Financial Aid to Education.

This study is based on the statistics supplied by 182 Catholic colleges and universities to these two organizations. As far as we have been able to ascertain, there are 218 Catholic institutions of higher learning that could be included in a study of this type. Thus, the study's totals and averages are based on the 1958-1959 results of 83.4% of the nation's Catholic colleges and universities.

Junior colleges and specialized schools are not included in the study. A summary of significant facts in the study, together with pertinent analysis, follows. It precedes the table of statistics for each institution recorded in the second section of the report. With possibly a few exceptions, we believe that it can be assumed that all Catholic institutions with any semblance of both non-alumni and alumni gift support are included in this study.

"Is the institution supported by its own?" is a common criterion for evaluation of whether outside support is deserved. That is why we have leaned heavily on the information contained in the 1958-1959 American Alumni Council report. By no means, however, should this reliance be construed as an endorsement of any belief that alumni support must constitute the lion's share of an institution's total support. Whether it is depends on many factors: the age of the institution, the financial capacity of the alumni, the interest of education-minded cultural and civic leaders, and a host of other factors. However, the institution which does little or nothing to increase its alumni support can hardly expect heavy assistance from other sources.

The needs of all higher education continue to grow in leaps and bounds. The capital and operational needs of Catholic colleges and universities must necessarily be part of this growth. It is our hope, therefore, that the facts contained and the observations made in this study will be useful and helpful to them in planning the development of their institutions in the years ahead.

TWO YEAR COMPARISON

The impressive rise in one year in giving to Catholic colleges and universities is shown in Table I. An unpublished survey of the 85 Catholic institutions reporting to the 1957-1958 American Alumni Council Survey had been made last year by the John Price Jones Company. The totals for these 85

institutions have been projected in this table into an estimate for 182 colleges and universities included in this year's American Alumni Council Survey. An examination of the 97 institutions not included in the unpublished 1957-1958 Survey revealed that more than two-thirds of them represented small women's colleges. Thus, the estimate of figures for these institutions was made on the conservative side, with their 1958-1959 results being used as basis.

TABLE 1: TWO YEAR COMPARISON OF SIGNIFICANT FACTS

	1958-1959 (182 institutions)	*1957-1958 (85 institutions)*	*1957-1958 (estimated for 182 institutions)*
Total Gift Support to Institutions—All Sources.	$49,132,286	$29,932,599	$35,000,000
Total Alumni Giving	10,035,969	6,514,683	7,500,000
Alumni Giving as % of Total Support	20.4%	21.8%	22.0%
No. of Alumni Donors to Annual Alumni Fund	116,269	101,257	110,000
Effectiveness of Solicitation	24.1%	22.5%	20.0%
Alumni Gifts to Annual Fund	$ 3,795,228	$ 3,613,741	$ 4,200,000
Average Alumni Gift to Annual Fund	$32.64	$35.70	$30.00
Total Non-Alumni Parent Giving	$ 2,304,254	$ 1,087,967	$ 1,500,000
Non-Alumni Parent Giving as % of Total Support	4.7%	3.6%	4.3%

FORECAST FOR THE FUTURE

The John Price Jones Company plans to continue this study in future years as a service to Catholic higher education and as part of its continuing study of the problems of financing a growing and important element of American higher education.

The picture painted by the facts recorded in this study indicates, we believe, a bright future for the financing of Catholic higher education's needs. Alumni

support is bound to grow as more and more of the estimated 800,000 alumni of Catholic colleges and universities increase their own resources, despite the already heavy charitable burden which they bear for parish, diocesan, mission, education, cultural, health, welfare and civic needs. That the Catholic college alumnus is accepting increased responsibility for supporting his alma mater is clearly demonstrated by the 33% increase in alumni giving in a single year.

Another heartening note is the fact that non-alumni support actually increased almost 42% indicating that the importance of the role of the Catholic college in the community is being recognized in a material way by more and more potential donors.

These increases in support from both alumni and non-alumni sources are no accidents, nor were they self-starting. They can be accounted for by the intensified planning and programs of action to meet their needs which have been characteristic of every college and university in recent years, Catholic included. Those institutions which have solid continuing programs reflect this fact in their effective and mounting results.

THE YOUTH OF ALUMNI GIVING IN CATHOLIC INSTITUTIONS

Spring Hill College lays claim to being the first Catholic college to establish an alumni fund. The year was 1930. Creighton University reports 1934 as its fund's starting date. Marylhurst in 1940 became the first Catholic women's college to organize an alumnae fund. Except for a few that were organized in the forties, 84.3% of Catholic college and university alumni funds are a product of the fifties.

The history of the most successful alumni funds in the nation's colleges and universities indicates that none became a rousing success overnight. Years of planning, continual education and information programs, strengthening alumni organization, campaign appeals and procedures—all were needed in most cases to gain success. Thus, the "babies" of the forties among the Catholic institutions might well become the "darlings" of the sixties, and the "tots" of the fifties the "grown-ups" of the sixties and seventies. Excellent planning, promotion—and most of all, persistence—will pay big dividends in the years ahead. Defeatism, discouragement, discord and delay are the enemies of success. Institutions that adopt the three P's and forget or discard the four D's will reap tomorrow's harvest of alumni giving.

SIGNIFICANT NOTES

THE NATIONAL SCENE AND TOTAL VOLUNTARY SUPPORT

- The 182 Catholic colleges and universities in the United States considered in this study received a grand total of $49,132,286 from all sources of voluntary support. This sum does not include the value of the contributed services of religious faculty and administrators.
- Total voluntary support represents an increase of 40% over the $35,000,000, which these institutions were estimated to have received in 1957-1958, according to an unpublished John Price Jones Company survey based on the American Alumni Council's report for that year.
- Catholic institutions of higher education have accelerated their total voluntary support at a faster pace in the past year than other American colleges and universities. Their 40% increase doubles the 30% increase estimated (projected from 1957-1958 Survey figures) for the 988 public and private institutions reporting in the 1958-1959 Survey.
- The 23 Catholic universities included in this study received $23,552,248, an estimated increase of 23% in support over the preceding year. The largest increase, however, was reported by 39 men's colleges. They recorded a 47% jump to $10,340,739 from their 1957-58 estimated support. Second in line was the 43% increase recorded by 23 Catholic coeducational colleges as their total soared to $6,010,034. The 97 women's colleges came third with a 30% rise to a total of $9,228,985 in gifts from all voluntary sources.
- Four Catholic institutions reported total gifts of more than $2,000,000. Seven others received $1,000,000 or more. This compares with the eight who obtained total gifts of $1,000,000 or more in 1957-58.
- The national leader for Catholic higher education was Georgetown University with $4,706,380. This is believed to be the largest sum of gifts ever received by a Catholic institution in one year, exclusive of 1956-57 which was marked by unusually large Ford Foundation grants to all accredited institutions. Significantly, Georgetown also led then with $4,870,805 in gifts. Georgetown supplanted Notre Dame, which led in 1957-58 with $4,210,928. In 1958-59, St. Louis University was second with $2,932,479, followed by Catholic University of America with $2,611,411 and Notre Dame with $2,027,063. *(Column 13 of statistical report)*

TOTAL GIFT SUPPORT TO INSTITUTION—ALL SOURCES, BY CLASSIFICATION

Universities		*Men's Colleges*	
Georgetown University	$4,706,380	College of St. Thomas (Minn.)	$1,255,398
St. Louis University	2,932,479	St. Anselm's College	941,147
Catholic University of America	2,611,441	John Carroll University	815,119
University of Notre Dame	2,027,063	Assumption College (Mass.)	756,508
Loyola University (Ill.)	1,876,700	College of the Holy Cross	552,749

Women's Colleges		*Coeducational Colleges*	
Barat College	$682,433	University of Dayton	$1,342,319
Immaculate Heart College (Calif.)	495,267	University of St. Thomas (Texas)	637,902
College of St. Catherine (Minn.)	378,624	Spring Hill College	596,663
St. Xavier College	315,831	Aquinas College	437,017
College of Notre Dame (Calif.)	309,156	Wheeling College	413,681

THE NATIONAL SCENE AND ALUMNI SUPPORT

- To'al gifts of 152,183 alumni of the 182 Catholic institutions for all purposes amounted to $10,035,696. The largest amount of alumni gifts was recorded by the College of St. Thomas (Minn.) with $1,116,500, followed by St. Louis University with $729,603 and Notre Dame with $703,680. *(Col. 10 of statistical report)*

TOTAL OF ALL ALUMNI GIVING BY CLASSIFICATION

Universities		*Men's Colleges*	
St. Louis University	$729,603	College of St. Thomas (Minn.)	$1,116,500
University of Notre Dame	703,680	St. Mary's Seminary and University (Md.)	452,083
Creighton University	692,325	College of the Holy Cross	399,053
Boston College	350,856	Xavier University (Ohio)	209,991
Georgetown University	337,525	St. John's University (Minn.)	171,808
Women's Colleges		*Coeducational Colleges*	
Maryville College of the Sacred Heart (Mo.)	$152,730	University of Dayton	$237,857
Trinity College (D.C.)	145,590	St. Norbert College	76,509
Barat College	140,119	Canisius College	56,796
College of St. Elizabeth	116,600	Spring Hill College	55,926
College of New Rochelle	115,521	Loyola College (Md.)	43,800

- Total alumni support represents an increase of 33% over the estimated $7,500,000 obtained by these institutions in the previous year.
- Alumni giving to Catholic colleges has accelerated at a faster pace in the past year that that of giving to other American colleges and universities. Its increase of 33% more than triples the 10% increase estimated (projected from 1957-58 American Alumni Council Survey) for the 988 public and private institutions listed in the 1958-59 Survey.
- Alumni giving represented 20.4% of the total support of the 182 reporting institutions, a slight decrease from the estimated 21.8% in 1957-58. In some respects, this can be viewed as a healthy sign because these institutions were able to attract more non-alumni support in the past year. Yet, alumni support of Catholic institutions was almost one-fifth lower than the average of 25.2% for the 632 private institutions

reporting in the American Alumni Council Survey. They also experienced a similar decline from an estimated 26.2% average for 1957-58. *(Col. 14 of the statistical report)*

- The average alumni gift for all purposes was $65.95. This is less than half the average of $142.20 reported for all comparable private institutions in the AAC Survey, and 48% of the average of $116.42 for all public and private institutions.
- Annual alumni funds, received $3,795,228, representing 37% of alumni giving for all purposes. This amount represented a decline of 12% in gifts to alumni funds from the estimated total of $4,200,000 for the preceding year. This decrease can be accounted for by the substantial increase noted earlier in giving by alumni through other channels, mainly for capital purposes.
- Women's colleges were the leaders in percentage of effectiveness, Notre Dame of Staten Island (N.Y.) led with 69%, followed by Rosary Hill College with 63.1% and Immaculata College with 62.9%. Among the large institutions, Xavier University (Ohio) led with 57.1%. *(Column 4 of statistical report)*

PERCENTAGE OF EFFECTIVENESS BY CLASSIFICATION

Universities		*Men's Colleges*	
University of Notre Dame	45.9%	Xavier University (Ohio)	57.1%
University of Santa Clara	38.3%	St. Peter's College	42.5%
Boston College	31.2%	College of the Holy Cross	40.2%
Loyola University (Calif.)	29.3%	St. John Fisher College (N.Y.)	32.9%
Creighton University	28.9%	Assumption College (Mass.)	30.7%
Women's Colleges		*Coeducational Colleges*	
Notre Dame College of Staten Island	69.0%	LeMoyne College	60.1%
Rosary Hill College	63.1%	Villa Madonna College	41.2%
College of St. Catherine (Minn.)	62.9%	Stonehill College	40.6%
Immaculata College	61.9%	University of Dayton	40.4%
St. Mary's College (Ind.)	60.9%	University of St. Thomas (Texas)	35.2%

- Notre Dame led all institutions with $703,680 in annual gifts to alumni funds. Second was Creighton University with $292,235, followed by Boston College with $248,052. Six other institutions had alumni fund totals ranging from $100,000 to $170,000. *(Column 5 of statistical report)*

ALUMNI GIFTS TO ANNUAL FUND BY CLASSIFICATION

Universities		*Men's Colleges*	
University of Notre Dame	$703,680	College of the Holy Cross	$144,665
Creighton University	292,235	St. John's University (Minn.)	132,843
Boston College	248,052	Xavier University (Ohio)	103,015
St. Louis University	169,126	College of St. Thomas (Minn.)	60,437
Marquette University	167,779	Providence College	51,204

Women's Colleges		*Coeducational Colleges*	
St. Mary's College (Ind.)	$73,643	University of Dayton	$53,205
College of St. Elizabeth	53,516	St. Ambrose College	16,863
Chestnut Hill College	50,861	St. Norbert College	12,476
Manhattanville College of the Sacred Heart	39,463	St. Mary's University (Texas)	9,000
College of Mount St. Vincent	34,846	St. Bernard College	8,020

- Of the 482,134 alumni solicited for gifts to annual alumni funds, 116,269 gave, representing only a slight increase over the 110,000 estimated givers in 1957-58, again probably attributable to more alumni (35, 914) giving through other channels. *(Column 3 of statistical report)*

NUMBER OF ALUMNI DONORS TO FUND BY CLASSIFICATION

Universities		*Men's Colleges*	
University of Notre Dame	11,689	College of the Holy Cross	4,953
Boston College	5,670	Xavier University (Ohio)	3,031
St. Louis University	5,154	College of St. Thomas (Minn.)	1,728
Marquette University	4,261	St. Peter's College (N.J.)	1,682
Georgetown University	3,916	Providence College	1,678

Women's Colleges		*Coeducational Colleges*	
College of St. Catherine	2,471	University of Dayton	2,515
St. Mary's College of Notre Dame	2,106	St. Ambrose College	1,589
Emmanuel College	1,847	Le Moyne College	803
College of Mount St. Vincent	1,834	St. Mary's University (Texas)	525
St. Mary-of-the-Woods College	1,473	Villa Madonna College (Ky.)	412

- The effectiveness of solicitation of alumni for annual funds was 24.1%. This represented a rise of 20% over last year's record of 20%. This year's percentage of effectiveness is 15% higher than the national average of 20.9% (a decline from 22.5% in 1957-58) for all institutions reporting in the 1958-59 AAC Survey. It is only slightly lower than the 25% effectiveness reported for the 632 private colleges and universities participating in the AAC survey.
- The average alumni gift to annual funds was $32.64, representing an 8% rise over the estimated $30 average for 1957-58. This compares favorably with the national average of $33.38 for all public and private institutions. The Catholic average, however, is about 15% below the average of $38.08 for all private institutions which rose 8%.
- Leader in average gift to the alumni fund was St. Benedict's College with $101.77. Second was Creighton University with $84.03, followed by St. John's University (Minn.) with $82.46. *(Column 6 of statistical report.)*

AVERAGE ALUMNI GIFT TO FUND BY CLASSIFICATION

Universities		*Men's Colleges*	
Creighton University	$84.03	St. Benedict's College (Kans.)	$101.77
University of Notre Dame	60.20	St. John's University (Minn.)	82.46
St. Bonaventure University	49.94	Assumption College (Mass.)	81.57
Boston College	43.75	University of Scranton	67.39
University of San Francisco	41.88	St. Mary's College (Minn.)	58.17
Women's Colleges		*Coeducational Colleges*	
Mount St. Scholastica College (Kans.)	$49.46	St. Norbert College (Wisc.)	$39.73
Manhattanville College of the Sacred Heart	45.36	Stonehill College	30.67
College of Notre Dame (Calif.)	41.09	St. Bernard College	32.73
Chestnut Hill College	39.27	University of Dayton	21.16
College of St. Elizabeth	36.63	St. Mary's University (Texas)	17.14

- Twenty-three universities reported almost half of the total alumni givers —55,970. The distaff side rated second with 30,160 donors from the women's colleges, about 26% of the total givers. Men's colleges accounted for 23,411 givers which was almost 20% of the total. *(Column 11 of statistical report)*

TOTAL ALUMNI DONORS TO ALL PURPOSES BY CLASSIFICATION

Universities		*Men's Colleges*	
University of Notre Dame	11,689	College of the Holy Cross	5,002
Boston College	5,716	Providence College	3,916
St. Louis University	5,178	Xavier University (Ohio)	3,613
Georgetown University	4,276	Manhattan College	2,661
Marquette University	4,261	College of St. Thomas (Minn.)	1,728
Women's Colleges		*Coeducational Colleges*	
College of St. Catherine (Minn.)	2,471	University of Dayton	3,116
St. Mary's College (Ind.)	2,108	St. Ambrose College	1,389
Emmanuel College (Mass.)	1,847	Loyola College (Md.)	1,075
College of Mount St. Vincent	1,834	LeMoyne College	803
Duchesne College of the Sacred Heart	1,800	St. Mary's University (Texas)	577

- Gifts by non-alumni parents were reported at $2,304,254 amounting to 4.7% of all gifts to the 182 institutions. This represented about 30% of all parent giving to private institutions reported in the AAC Survey which amounted to 1.4% of all gifts to private institutions. Using the estimaed figures for 1957-58 of $1,500,000 this is a great increase to Catholic institutions. *(Column 12 of statistical report)*

THE REGIONAL SCENE AND TOTAL VOLUNTARY SUPPORT

- Largest total support from a region came from the North Central States. Sixty-seven colleges and universities reported gifts of $20,945,000, almost 42% of the total giving to the 182 reporting institutions in the nation.

- Seven universities received almost half of the total amount of gifts from this area—$10,275,958—or 21% of the total gifts for all the institutions reporting. North Central States also led the other three divisions of Men's Colleges, Women's Colleges and Co-educational Colleges.
- Second were the Middle Atlantic States which reported $16,445,450 from 58 colleges and universities. They represented 32% of the reporting institutions and gained 33% of the total gift support from all sources. Eight universities reported a [illegible] of $10,256,800 or 60% of the total contributions for the area. Fifteen Men's colleges, representing 25% of the area's reporting institutions, received $2,700,426 or 15% of the total giving in the area. Thirty-one women's colleges were only half as successful as men's colleges in attracting support in their area.
- Thus, 125 institutions in two areas (North Central and Middle Atlantic) reported $37,390,450. They represented 68% of all the reporting institutions and accounted for 78% of the total raised by all Catholic institutions. This is consistent with the fact that these two areas contain the vast majority of Catholic institutions of higher learning.
- Of the eleven institutions reporting gifts of $1,000,000 or more, ten are located in these two areas. The other was Boston College from the New England area. Ten can be considered urban institutions, located within the boundaries of large cities. Only Notre Dame of the eleven could be considered otherwise.
- The national leader, Georgetown came from the Middle Atlantic area. Its fellow Washington institution, The Catholic University of America, was third. All other institutions in the top ten came from the North Central States, with the exception of Fordham University. North Central area monopolized the leadership in the various classifications of institutions. College of St. Thomas (Minn.) led the Men's Colleges with $1,255,398. Barat College led the Women's Colleges with $682,433 and the University of Dayton the Coeducational colleges with $1,342,319. *(Column 13 of statistical report)*

TOTAL GIFT SUPPORT TO INSTITUTION—ALL SOURCES, BY AREAS

Middle Atlantic		*New England*	
Georgetown University	$4,706,380	Boston College	$1,057,218
Catholic University of America	2,611,441	St. Anselm's College	941,147
Fordham University	1,370,751	Assumption College (Mass.)	756,508
St. Mary's College and University (Md.)	463,893	College of the Holy Cross	552,749
Duquesne University	437,338	Merrimack College	312,450
North Central		*South*	
St. Louis University	$2,932,479	Spring Hill College	$596,663
University of Notre Dame	2,027,063	Wheeling College	413,681
Loyola University (Ill.)	1,876,700	Loyola University (La.)	289,686
Creighton University	1,521,160	Barry College	237,832
University of Dayton	1,342,319	Bellarmine College	136,603

Southwest	
University of St. Thomas (Texas)	$637,902
Incarnate Word College	271,610
Sacred Heart Dominican College	200,225
University of Dallas	178,761
Loretto Heights College	174,282

West	
University of San Francisco	$528,705
Immaculate Heart College (Calif.)	495,267
University of Santa Clara	395,869
Seattle University	337,803
College of Notre Dame (Calif.)	309,156

THE REGIONAL SCENE AND ALUMNI SUPPORT

- Total alumni giving in the 67 North Central institutions was almost double that of the 58 Middle Atlantic colleges and universities—$5,545,404 to $2,858,950. Together, these 125 institutions collected 83% of alumni giving for all purposes.
- Weakest was the Southwest, accounting for $112,026. The 22 Southwestern and Southern colleges and universities reporting accounted for $267,099, only 2.7% of the total alumni giving in the nation.
- Leader in the nation, as well as in the North Central area, was the College of St. Thomas (Minn.) with results of $1,116,500. The next three ranking institutions were also from the North Central States. *(Column 10 of statistical report)*

TOTAL OF ALL ALUMNI GIVING
BY AREAS

Middle Atlantic	
St. Mary's Seminary and University (Md.)	$452,283
Georgetown University	337,525
Fordham University	230,101
Trinity College (D.C.)	145,590
Manhattan College	135,942

North Central	
College of St. Thomas (Minn.)	$1,116,500
St. Louis University	729,603
University of Notre Dame	703,680
Creighton University	692,325
University of Dayton	237,857

Southwest	
Regis College (Colo.)	$45,027
St. Mary's University (Texas)	34,221
Our Lady of the Lake College (Texas)	13,447
Loretto Heights College	6,000
St. Michael's College (N.M.)	4,036

New England	
College of the Holy Cross	$399,053
Boston College	350,856
Providence College	67,029
St. Joseph College (Conn.)	64,000
Assumption College (Mass.)	41,053

South	
Spring Hill College	$55,926
Loyola University (La.)	41,285
Nazareth College (Ky.)	20,469
St. Mary's Dominican College	13,457
St. Bernard College	8,020

West	
St. Mary's College (Calif.)	$90,239
University of San Francisco	71,147
Gonzaga University	49,304
University of Santa Clara	47,264
San Francisco College for Women	32,259

- In the North Central area, alumni giving represented 26.1% of total support, almost 5% higher than the national average for all private institutions reporting in the AAC Survey. Second was the New England

section with 23.6%. Weakest was the Southwest area (only 11 of 15 institutions reporting) with 5.8%. North Central and Western States Men's Colleges had the top proportion of 40.1% of total support coming from alumni. *(Col. 14 of statistical report)*

- North Central States had the leading alumni average gift thru all channels—$79.22. Second was the Middle Atlantic area with an average of $61.74. Smallest average gift was recorded in the Southwest—$35.60. The North Central average gift was 22% higher than the national Catholic average of $65.95.
- North Central States led in alumni donors to all purposes with 68,843—32% more than its nearest rival, the Middle Atlantic area, which chalked up 46,627 givers. The North Central, Middle Atlantic and New England States accounted for almost 90% of the total alumni donors, although they represented only 79% of the reporting institutions. North Central area led the universities with 33,874 givers. Middle Atlantic headed the men's colleges with 10,630. Middle Atlantic also topped the women's colleges with 20,403 and the coeducational colleges with 6,103. *(Column 11 of statistical report)*

TOTAL ALUMNI DONORS TO ALL PURPOSES BY AREAS

Middle Atlantic		*New England*	
Georgetown University	4,276	Boston College	5,716
Duquesne University	3,077	College of the Holy Cross	5,002
Manhattan College	2,661	Providence College	3,916
College of Mount St. Vincent	1,834	Emmanuel College (Mass.)	1,847
St. Peter's College	1,684	Regis College (Mass.)	1,450
North Central		*South*	
University of Notre Dame	11,689	Loyola University (La.)	1,473
St. Louis University	5,178	St. Mary's Dominican College	509
Marquet University	4,261	Villa Madonna College	412
University of Detroit	4,199	Nazareth College (Ky.)	410
Xavier University (Ohio)	3,613	Spring Hill College	341
Southwest		*West*	
Regis College (Colo.)	618	University of Santa Clara	1,968
St. Mary's University (Texas)	577	University of San Francisco	1,587
Our Lady of the Lake College	425	Loyola University (Calif.)	1,181
Incarnate Word College	358	St. Mary's College (Calif.)	1,100
Loretto Heights College	345	Marylhurst College	856

- North Central States had 55,105 alumni donners to annual funds. More than two and one-half times the 21,990 total of its nearest rival, Middle Atlantic. The North Central total of givers to alumni funds was almost half of the total of 116,269 donors to all alumni funds. North Central leader was Notre Dame with 11,689 donors. Boston College led the Middle Atlantic area with 5,670 givers. North Central universities had 31,846 donors, almost 160% more than 12,573 record (second among the categories) of the Middle Atlantic women's colleges. *(Column 3 of statistical report)*

NUMBER OF ALUMNI DONORS TO FUND BY AREA

Middle Atlantic		*New England*	
Georgetown University	3,916	Boston College	5,670
Duquesne University	2,016	College of the Holy Cross	4,953
College of Mount St. Vincent	1,834	Emmanuel College	1,847
St. Peter's College	1,682	Providence College	1,678
Villanova University	1,600	Regis College (Mass.)	1,425
North Central		*South*	
University of Notre Dame	11,689	Loyola University (La.)	1,450
St. Louis University	5,154	St. Mary's Dominican College	509
Marquette University	4,261	Villa Madonna College	412
Creighton University	3,479	Nazareth College	409
University of Detroit	3,250	St. Bernard College	245
Southwest		*West*	
Regis College (Colo.)	618	University of Santa Clara	1,968
St. Mary's University	525	University of San Francisco	1,587
Incarnate Word College	358	Loyola University (Calif.)	1,181
Loretto Heights College	345	St. Mary's College (Calif.)	1,091
St. Edward's University	215	University of Portland	811

- Tops in effectiveness of solicitations were the New England States with 34.3%. Second was the Western area with 25.7%. Leader in New England was Regis College (Mass.) with 54.7%. Mount St. Mary's College (Calif.) led with 39.3%. Coeducational colleges in the Middle Atlantic area led their category with 60.2%. New England led the woman's college classification with 49.1% and New England headed the men's colleges with 31.9%. *(Column 4 of statistical report)*

EFFECTIVENESS OF SOLICITATION BY AREA

Middle Atlantic		*New England*	
Notre Dame College (N.Y.)	69.0%	Regis College (Mass.)	54.7%
Rosary Hill College	63.1%	Emmanuel College	54.0%
Immaculata College	61.9%	Salve Regina College	41.4%
LeMoyne College	60.2%	Stonehill College	40.6%
Chestnut Hill College	54.6%	College of the Holy Cross	40.2%
North Central		*South*	
College of St. Catherine (Min.)	62.9%	Villa Madonna College	41.2%
St. Mary's College (Ind.)	60.8%	Nazareth College (Ky.)	37.0%
Our Lady of Cincinnati College (Ohio)	59.1%	St. Mary's Dominican College (La.)	31.8%
Xavier University (Ohio)	57.1%	Bellarmine College	24.0%
St. Mary-of-the-Woods College	55.5%	Loyola University (La.)	19.9%
Southwest		*West*	
University of St. Thomas (Texas)	35.2%	Mount St. Mary's College (Calif.)	39.3%
Incarnate Word College	34.1%	University of Santa Clara	38.3%
Regis College (Colo.)	25.8%	Loyola University (Calif.)	29.3%
St. Edward's University	19.5%	St. Mary's College (Calif.)	28.0%
Loretto Heights College	12.3%	College of Notre Dame (Calif.)	23.3%

- The Western States total of $220,525 to alumni funds accounted for 58% of all alumni giving in its area. Second were the New England States with 48%. Notable is the fact that Middle Atlantic ranked lowest in this regard—its $754,357 accounting for only 23% of all alumni annual giving to the area's institutions and probably reflecting a heavy emphasis on solicitation of alumni for capital purposes.

- North Central institutions had the top average gift—$39.13. Second were the New England States with $31.93. The North Central average was 22% higher than the national Catholic average. No other area had as high an average gift as the national average, although New England was quite close. St. Benedict's College (Kans.) had the top North Central average with $101.77. New England's leader was Assumption College with $81.57. Except for the New England coeducational colleges, North Central had the top average gift in the institutional categories, led by $46.97 for the universities in its area. *(Column 6 of statistical report)*

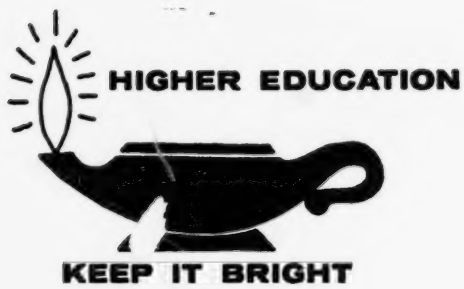
AVERAGE ALUMNI GIFT TO FUND BY AREA

Middle Atlantic		*New England*	
St. Bonaventure University	$49.94	Assumption College (Mass.)	$81.57
Manhattanville College of the Sacred Heart	45.36	St. Anselm's College	51.69
Chestnut Hill College	39.27	Boston College	43.75
Georgetown University	36.66	Stonehill College	30.67
College of St. Elizabeth	36.63	Providence College	30.51
North Central		*South*	
St. Benedict's College	$101.77	St. Bernard College	$32.73
Creighton University	84.03	St. Mary's College (Minn.)	58.17
St. John's University (Min.)	82.46	Nazareth College (Ky.)	27.45
University of Notre Dame	60.20	St. Mary's Dominican College	19.44
St. Mary's College (Minn.)	57.17	Loyola University (La.)	18.55
		Villa Madonna College	16.61
Southwest		*West*	
Regis College (Colo.)	$36.79	University of San Francisco	$41.88
St. Mary's University (Texas)	17.14	College of Notre Dame (Calif.)	41.09
Loretto Heights College	13.82	St. Mary's College (Calif.)	28.78
St. Edward's University	9.89	University of Santa Clara	23.96
University of St. Thomas	4.26	Loyola University (Calif.)	23.50

- North Central institutions led with $2,156,293 in alumni gifts to annual alumni funds—almost three times larger than the $754,357 reported by its nearest rival, Middle Atlantic. The North Central total also accounted for 57% of the total gifts to all alumni funds. North Central leader was Notre Dame with $703,680, with six others from the area in the top ten. Middle Atlantic had the women's college leader with total annual giving of $258,220. North Central topped all other classifications. *(Column 5 of statistical report)*

ALUMNI GIFTS TO ANNUAL FUND BY AREAS

Middle Atlantic		*New England*	
Georgetown University	$143,515	Boston College	$248,052
Niagara University	87,693	College of the Holy Cross	144,665
St. Bonaventure University	56,578	Providence College	51,204
College of St. Elizabeth	53,516	Assumption College (Mass.)	40,053
Chestnut Hill College	50,861	St. Anselm's College	24,915
North Central		*South*	
University of Notre Dame	$703,680	Loyola University (La.)	$ 26,898
Creighton University	292,235	Nazareth College (Ky.)	11,228
St. Louis University	169,126	St. Mary's Dominican College	9,897
Marquette University	167,779	St. Bernard College	8,020
St. John's University (Minn.)	132,843	Villa Madonna College	6,844
Southwest		*West*	
Regis College	$22,738	University of San Francisco	$66,468
St. Mary's University (Texas)	9,000	University of Santa Clara	47,146
Loretto Heights College	4,769	St. Mary's College (Calif.)	31,404
St. Edward's University	2,126	Loyola University (Calif.)	27,756
Incarnate Word College	1,150	Gonzaga University	16,868



MIDDLE ATLANTIC

Universities (8 of 9)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effectiveness of Solicitation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Catholic Univ. of America (D.C.)	16,000	16,000	1,356	8.5%	23,347	16.48
Duquesne Univ. (Pa.)	22,000	13,115	2,016	15.4%	28,031	13.90
Fordham Univ. (N.Y.)	CAPITAL CAMPAIGN IN PROGRESS: ALUMNI FUND BEING					
Georgetown Univ. (D.C.)	30,000	21,000	3,916	18.6%	143,575	36.66
Niagara Univ. (N.Y.)	5,834	822	635	77.3%	87,693	138.10
St. Bonaventure Univ. (N.Y.)	8,361	5,288	1,133	21.4%	56,578	49.94
St. John's Univ. (N.Y.)	FIGURES OBTAINED FROM CFAE					
Villanova Univ. (Pa.)	16,000	12,000	1,600	13.3%	32,000	20.00
TOTALS	98,195	68,225	10,656	15.6%	371,224	34.84

Men's Colleges (15 of 17)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effectiveness of Solicitation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Gannon Col. (Pa.)	6,429	4,222	223	5.3%	2,331	10.45
Iona Col. (N.Y.)	FIGURES OBTAINED FROM CFAE					
King's Col. (Pa.)	1,126	1,105	96	8.7%	1,306	13.60
La Salle Col. (Pa.)	6,500	6,300	990	15.7%	16,100	16.26
Manhattan Col. (N.Y.)	ENGINEERING BUILDING CAMPAIGN IN PROGRESS					
Marian Col. (N.Y.)	INCOMPLETE DATA					
Mount St. Mary's Col. (Md.)	FIGURES OBTAINED FROM CFAE					
St. Bernardine of Siena Col. (N.Y.)	5,070	4,930	245	5.0%	3,522	14.38
St. Francis Col. (N.Y.)	FIGURES OBTAINED FROM CFAE					
St. John Fisher Col. (N.Y.)	307	307	101	32.9%	2,100	20.79
St. Joseph's Col. (Pa.)	6,300	4,820	949	19.7%	15,000	15.81
St. Mary's Sem. and Univ. (Md.)	FIGURES OBTAINED FROM CFAE					
St. Peter's Col. (N.J.)	4,160	3,956	1,682	42.5%	33,997	20.21
St. Vincent Col. (Pa.)	FIGURES OBTAINED FROM CFAE					
Scranton, Univ. of (Pa.)	7,100	2,766	672	24.3%	45,288	67.39
TOTALS	36,992	28,406	4,958	17.4%	119,647	24.13

Women's Colleges (31 of 34)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effectiveness of Solicitation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gifts to Fund (6)
Caldwell Col. for Women (N.J.)	INFORMATION NOT AVAILABLE THIS YEAR					
Chestnut Hill Col. (Pa.)	2,840	2,373	1,295	54.6%	50,861	39.27
Dominican Col. of Blauvelt (N.Y.)	FIGURES OBTAINED FROM CFAE					

MIDDLE ATLANTIC

Universities

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
90	23,437		23,437	1,356		2,611,441	.9%
8,668	36,699	56,577	84,608	3,077		437,338	19.3%
ESTABLISHED		230,101	230,101	486		1,370,751	16.8%
49,019	192,594	193,950	337,525	4,276	47,945	4,706,380	7.2%
239,587	327,280	7,860	95,553	635M		372,788	25.6%
41,122	97,700		56,578	1,133	825	196,399	28.8%
			44,360	682		341,596	13.0%
	32,000	6,000	38,000	1,600M		220,107	17.3%
338,486	709,710	494,488	910,162	13,245	48,770	10,256,800	8.9%

Men's Colleges

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
	2,331		2,331	223		49,270	4.7%
			2,510	673		151,427	1.7%
	1,306	1,405	2,711	96		180,932	1.5%
	16,100	4,945	21,045	990		70,229	30.0%
		135,942	135,942	2,661		384,859	35.3%
		1,000	1,000	1M	1,000	383,000	.3%
			35,019	720		43,709	80.1%
160	3,682		3,522	260		30,192	11.7%
			7,500	323		109,040	6.9%
	3,100		2,100	175		36,133	5.8%
810	15,813	105,273	120,276	994	581	364,810	33.0%
			452,283	728		463,893	97.5%
2,384	36,381	3,065	37,062	1,684		152,044	24.4%
			42,135	420		131,673	32.0%
50,473	95,761		45,288	672		149,215	30.4%
53,827	173,474	251,630	910,724	10,620	1,581	2,700,426	33.7%

Women's Colleges

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
		900	900	250	3,100	14,565	6.2%
15,176	66,057	28,294	79,155	1,295M	12,801	115,120	68.8%
						33,269	

MIDDLE ATLANTIC

Women's Colleges (Cont'd) (31 of 34)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effectiveness of Solicitation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Dunbarton Col. of the Holy Cross (D.C.)	FIGURES OBTAINED FROM CFAE					
D'Youville Col. (N.Y.)	FIGURES OBTAINED FROM CFAE					
Georgian Court Col. (N.J.)	1,400	1,216	344	28.3%	2,847	8.28
Good Counsel Col. (N.Y.)	FIGURES OBTAINED FROM CFAE					
Immaculata Col. (Pa.)	1,722	1,676	1,037	61.9%	12,393	11.95
Ladycliff Col. (N.Y.)	FIGURES OBTAINED FROM CFAE					
Manhattanville Col. of the Sacred Heart (N.Y.)	3,779	2,641	870	32.9%	39,463	45.36
Marymount Col. (N.Y.)	FIGURES OBTAINED FROM CFAE					
Marywood Col. (Pa.)	3,645	3,417	847	24.8%	6,646	7.85
Mercyhurst Col. (Pa.)	1,185	1,185	123	10.4%	2,922	23.76
Misericordia Col. (Pa.)	1,975	1,752	610	34.8%	11,459	18.78
Mount Mercy Col. (Pa.)	ALUMNAE FUND JUST BEGUN					
Mount Saint Agnes Col. (Md.)	1,400	1,178	176	14.9%	2,322	13.19
Mount St. Joseph Teachers Col. (N.Y.)	FIGURES OBTAINED FROM CFAE					
Mount St. Vincent, Col. of (N.Y.)	4,000	3,500	1,83.	52.4%	34,846	19.00
Nazareth Col. of Rochester (N.Y.)	FIGURES OBTAINED FROM CF					
New Rochelle, Col. of (N.Y.)	6,200	2,181	228	10.5%	3,476	15.25
Notre Dame, Col. of (Md.)	2,300	2,100	895	42.6%	7,270	8.12
Notre Dame Col. of Staten Island (N.Y.)	1,110	1,000	690	69.0%	5,855	8.49
Rosary Hill Col. (N.Y.)	268	268	169	63.1%	2,143	12.68
Rosemont Col. (Pa.)	2,150	1,933	966	50.0%	10,115	10.47
St. Elizabeth, Col. of (N.J.)	3,512	3,342	1,461	43.7%	53,516	36.63
St. Joseph Col. (Md.)	FIGURES OBTAINED FROM CFAE					
St. Joseph's Col. for Women (N.Y.)	FIGURES OBTAINED FROM CFAE					
St. Rose, Col. of (N.Y.)	2,600	2,279	520	22.8%	5,798	11.15
Seton Hill Col. (Pa.)	2,624	2,224	508	22.8%	6,288	12.38
Trinity Col. (D.C.)	ALUMNAE FUND SUSPENDED FOR DEVELOPMENT FUND					
Villa Maria Col. (Pa.)	FIGURES OBTAINED FROM CFAE					
TOTALS	42,710	34,265	12,573	35.7%	258,220	20.54

Coeducational Colleges (4 of 4)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effectiveness of Solicitation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Canisius Col. (N.Y.)	FIGURES OBTAINED FROM CFAE					
Le Moyne Col. (N.Y.)	1,488	1,334	803	60.2%	5,266	6.56
Loyola Col. (Md.)	CAPITAL CAMPAIGN IN PROGRESS FIRST ALUMNI FUND					
St. Francis Col. (Pa.)	FIGURES OBTAINED FROM CFAE					
TOTALS	1,488	1,334	803	60.2%	5,266	6.56
GRAND TOTALS	179,385	132,230	28,990	21.8%	754,357	26.02

Women's Colleges (Cont'd)

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
			1,925	1M		57,689	3.3%
			23,800	980		93,444	25.4%
			8,639	608		42,732	20.2%
33	2,880	5,792	33,800	489		40,642	83.2%
200	12,593	200	12,593	1,037	11,335	38,715	32.5%
			250	1M		28,674	.9%
168,145	207,608	54,994	94,457	1,421	61,396	258,229	36.5%
			1,652	200		242,036	.7%
	6,646	3,852	10,498	847M	17,037	40,301	26.0%
635	3,557	3,250	6,172	170		33,925	18.2%
155	11,614		11,459	610		12,714	90.1%
		2,659	2,659	330	1,614	18,261	14.6%
	2,322	656	2,978	230	1,667	59,951	5.0%
						7,981	
	34,846	45,235	80,081	1,834	268	197,648	4.1%
			7,398	772		58,897	12.6%
4,329	7,805	106,928	115,521	1,493	29,924	215,840	53.5%
	7,270	25,188	32,458	1,140		129,240	25.1%
	5,855		5,855	690		13,912	42.1%
20	2,163	20	2,163	169		81,365	2.6%
215	10,330	15,560	25,675	966M	1,100	74,183	34.3%
5,405	58,921	63,084	116,600	1,571		225,347	51.7%
			38,188	518		41,465	92.1%
			5,040	1M		71,018	7.1%
1,135	6,933	1,549	7,347	523		36,769	20.0%
	6,288	46,732	53,020	652		83,299	63.7%
			145,590	1,604	29,404	219,936	66.2%
			750	1M		17,238	4.4%
195,448	453,668	404,893	926,623	20,403	169,646	2,604,405	35.6%

Coeducational Colleges

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Gift Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
			56,976	335		307,077	18.6%
323	5,589	322	5,588	803		321,860	1.7%
TO BEGIN	IN 1960		43,800	1,055		194,215	22.6%
			5,077	166		60,667	8.4%
323	5,589	322	111,441	2,359		883,819	12.6%
588,084	1,342,441	1,151,333	2,858,950	46,627	219,997	16,445,450	17.4%

NEW ENGLAND

Universities (1 of 1)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effec-tiveness of Solic-itation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Boston Col. (Mass.)						
TOTALS	19,168	18,174	5,670	31.2%	248,052	43.75

Men's Colleges (7 of 8)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effec-tiveness of Solic-itation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Assumption Col. (Mass.)	1,600	1,600	491	30.7%	40,053	81.57
Fairfield Univ. (Conn.)	FIGURES OBTAINED FROM CFAE					
Holy Cross, Col. of the (Mass.)	14,560	12,313	4,953	40.2%	144,665	29.21
Providence Col. (R.I.)	7,800	6,750	1,678	24.9%	51,204	30.51
St. Anselm's Col. (N.H.)	6,267	3,200	482	15.1%	24,915	51.69
St. Francis Col. (Me.)	FIGURES OBTAINED FROM CFAE					
St. Michael's Col. (Vt.)	3-YEAR CAPITAL CAMPAIGN IN PROGRESS					
TOTALS	30,227	23,863	7,604	31.0%	260,837	34.30

Women's Colleges (9 of 14)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effec-tiveness of Solic-itation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Albertus Magnus Col. (Conn.)	1,153	1,120	334	29.8%	7,777	23.28
Anna Maria Col. for Women (Mass.)	269	269	60	22.3%	500	8.33
Emmanuel Col. (Mass.)	3,909	3,420	1,847	54.0%	22,000	11.91
Mount St. Mary Col. (N.H.)	FIGURES OBTAINED FROM CFAE					
Our Lady of the Elms, Col. of (Mass.)	FIGURES OBTAINED FROM CFAE					
Regis Col. (Mass.)	2,844	2,607	1,425	54.7%	12,459	8.74
Rivier Col. (N.H.)	FIGURES OBTAINED FROM CFAE					
St. Joseph Col. (Conn.)	FIGURES OBTAINED FROM CFAE					
Salve Regina Col. (R.I.)	350	350	145	41.4%	965	6.66
TOTALS	8,525	7,766	3,811	49.1%	43,701	9.63

NEW ENGLAND

Universities

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
	248,052	102,856	350,856	5,716		1,057,218	33.2%

Men's Colleges

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
	40,053	1,000	41,053	491	365	756,508	5.4%
			250	119		36,929	.7%
2,620	147,285	254,388	399,053	5,002		552,749	72.2%
	51,204	15,825	67,029	3,916		224,346	29.9%
	24,915	2,010	26,925	482		941,147	2.9%
						3,927	
			18,218	620		35,543	51.3%
2,620	236,457	273,323	552,528	10,630	365	2,551,149	21.7%

Women's Colleges

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To institution All Sources (13)	Alumni Giving as % of Total Giving (14)
25	7,802	1,742	9,519	334	1,750	19,346	49.2%
	500	4,450	4,950	60M	6,610	32,709	15.1%
	22,000		22,000	1,847		259,637	8.5%
			261	1M		19,701	1.3%
			2,505	1M		21,027	11.9%
	12,459	5,375	17,834	1,450	13,350	53,358	33.4%
			35,000	1M		44,000	79.5%
			64,000	1M		120,224	53.2%
	965	1,647	2,612	145M		43,390	6.0%
25	43,726	13,214	158,681	3,840	21,710	613,392	25.9%

NEW ENGLAND (CONT'D)

Coeducational Colleges (2 of 2)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effectiveness of Solicitation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Merrimack Col. (Conn.)	FIGURES OBTAINED FROM CFAE					
Stonehill Col. (Mass.)	718	308	125	40.6%	3,834	30.67
TOTALS	718	308	125	40.6%	3,834	30.67
GRAND TOTALS	58,638	50,111	17,210	34.3%	556,424	31.93

NORTH CENTRAL

Universities (7 of 7)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effectiveness of Solicitation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Creighton Univ. (Nebr.)	17,500	12,055	3,479	28.9%	292,325	84.03
De Paul Univ. (Ill.)	20,110	20,110	2,375	11.8%	83,178	35.02
Detroit, Univ. of (Mich.)	27,500	26,000	3,250	12.5%	50,421	15.51
Loyola Univ. (Ill.)	31,000	8,150	1,638	20.1%	29,395	17.95
Marquette Univ. (Wisc.)	30,000	27,000	4,261	15.8%	167,779	39.38
Notre Dame, Univ. of (Ind.)	27,169	25,469	11,689	45.9%	703,680	60.20
St. Louis Univ. (Mo.)	50,000	19,671	5,154	26.2%	169,126	32.81
TOTALS	203,279	138,455	31,846	23.0%	1,495,904	46.97

Men's Colleges (12 of 14)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effectiveness of Solicitation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Cardinal Glennon Col. (Mo.)	FIGURES OBTAINED FROM CFAE					
John Carroll Univ. (Ohio)	9,640	9,640	862	8.9%	10,204	11.84
Loras Col. (Iowa)	FIGURES OBTAINED FROM CFAE					
Rockhurst Col. (Mo.)	3,880	2,450	175	7.1%	6,146	35.12
St. Benedict's Col. (Kans.)	8,126	5,908	279	4.7%	28,395	101.77
St. John's Univ. (Minn.)	12,218	9,355	1,611	17.2%	132,843	82.46
St. Joseph's Col. (Ind.)	4,052	3,900	699	17.9%	12,780	18.28
St. Mary's Col. (Minn.)	4,580	4,580	386	8.4%	22,455	58.17
St. Meinrad's Col. (Ind.)	FIGURES OBTAINED FROM CFAE					
St. Procopius Col. (Ill.)	CAPITAL CAMPAIGN IN PROGRESS					
St. Thomas, Col. of (Minn.)	12,000	10,850	1,728	15.9%	60,437	34.98
Xavier Univ. (Ohio)	5,500	5,307	3,031	57.1%	103,015	33.99
TOTALS	59,996	51,990	8,771	16.9%	376,275	42.90

NEW ENGLAND (CONT'D)

Coeducational Colleges

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
			6,375			312,450	2.0%
81,717	85,551	200	4,034	125		4,034	100%
81,717	85,551	200	10,409	125		316,484	3.3%
84,362	640,786	389,441	1,072,474	20,311	22,075	4,538,243	23.6%

NORTH CENTRAL

Universities

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
365,846	658,171	400,000	692,325	3,480	5,268	1,521,160	45.5%
178,521	261,699		83,178	2,375		339,840	24.5%
	50,421	79,400	129,821	4,199	283,872	514,941	25 %
71	29,466	82,422	111,817	2,692	11,850	1,876,700	6.0%
	167,779		167,779	4,261		1,063,770	15.8%
1,323,384	2,027,064		703,680	11,689	144,192	2,027,063	34.7%
181,738	350,864	560,477	729,603	5,178	13,659	2,932,479	24.9%
2,049,560	3,545,464	1,122,299	2,618,203	33,874	458,841	10,275,958	25.4%

Men's Colleges

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
						211,716	
	10,204	11,640	21,844	862M		815,119	2.7%
			40,109	549		524,278	7.6%
	6,146	15,813	21,959	235	12,604	290,612	7.6%
38,992	67,387		28,395	279	10,479	99,338	28.6%
56,933	189,776	38,965	171,808	1,611	69,538	404,952	42.4%
	12,780		12,780	699		123,297	10.4%
127,512	149,967	143,177	165,632	386M	4,861	276,985	59.7%
			122	12		117,980	.1%
		39,752	39,752	269		72,546	54.8%
93,201	153,638	1,056,063	1,116,500	1,728M	21,908	1,255,398	92.8%
	103,015	106,976	209,991	3,613	41,605	363,029	57.8%
316,638	692,913	1,412,386	1,828,892	10,243	160,995	4,555,250	40.1%

NORTH CENTRAL (CONT'D)

Women's Colleges (40 of 46)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effectiveness of Solicitation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Alverno Col. (Wisc.)	1,562	385	157	40.8%	1,487	9.47
Barat Col. (Ill.)	ALUMNAE FUND MERGED WITH CAPITAL FUND					
Cardinal Stritch Col. (Wisc.)	FIGURES OBTAINED FROM CFAE					
Clarke Col. (Iowa)	ALUMNAE FUND BEGAN IN 1959					
Duchesne Col. of the Sacred Heart (Nebr.)	FIGURES OBTAINED FROM CFAE					
Edgewood Col. of the Sacred Heart (Wisc.)	FIGURES OBTAINED FROM CFAE					
Fontbonne Col. (Mo.)	FIGURES OBTAINED FROM CFAE					
Holy Family Col. (Wisc.)	FIRST LAY GRADUATES IN 1959					
Marian Col. (Wisc.)	ALUMNAE FUND BEGUN IN 1959					
Mary Manse Col. (Ohio	727	344	80	23.3%	2,886	36.08
Marycrest Col. (Iowa)	3,300	1,200	107	8.9%	923	8.63
Marygrove Col. (Mich.)	FIGURES OBTAINED FROM CFAE					
Marymount Col. (Kans.)	1,200	539	250	46.4%	1,299	5.19
Maryville Col. of the Sacred Heart (Mo.)	FIGURES OBTAINED FROM CFAE					
Mount Marty Col. (S.D.)	FIGURES OBTAINED FROM CFAE					
Mount Mary Col. (Wisc.)	2,500	2,200	313	14.2%	5,186	16.57
Mount Mercy Col. (Iowa)	789	650	39	6.0%	446	11.43
Mount St. Joseph on the Ohio, Col. of (Ohio)	FIGURES OBTAINED FROM CFAE					
Mount St. Scholastica Col. (Kans.)	2,786	2,128	232	10.9%	11,474	49.46
Mundelein Col. (Ill.)	3,007	2,803	1,259	44.9%	32,390	25.73
Nazereth Col. (Mich.)	1,000	800	110	13.8%	2,558	22.25
Notre Dame Col. (Ohio)	FIGURES OBTAINED FROM CFAE					
Our Lady of Cincinnati, Col. of (Ohio)	955	719	425	59.1%	4,664	10.97
Rosary Col. (Ill.)	ALUMNAE FUND JOINED WITH 3-YEAR DEVELOPMENT PROGRAM					
Sacred Heart Col. (Kans.)	NO FORMAL ALUMNAE FUND YET					
St. Benedict, Col. of (Minn.)	3,575	2,930	341	11.6%	5,971	17.51
St. Catherine, Col. of (Minn.)	5,629	3,930	2,471	62.9%	14,005	5.67
St. Francis, Col. of (Ill.)	FIGURES OBTAINED FROM CFAE					
St. John's Col. (Ohio)	FIGURES OBTAINED FROM CFAE					
St. Mary Col. (Kans.)	2,543	1,900	368	19.4%	7,565	20.56
St. Mary of the Springs, Col. of (Ohio)	FIGURES OBTAINED FROM CFAE					
St. Mary-of-the-Woods Col. (Ind.)	5,250	2,656	1,473	55.5%	31,108	21.12
St. Mary's Col. of Notre Dame (Ind.)	5,618	3,462	2,106	60.8%	73,643	34.97
St. Scholastica, Col. of (Minn.)	FIGURES OBTAINED FROM CFAE					
St. Teresa, Col. of (Minn.)	ALUMNAE FUND MERGED WITH CAPITAL CAMPAIGN					
St. Teresa, Col. of (Mo.)	FIGURES OBTAINED FROM CFAE					
St. Xavier Col. (Ill.)	FIGURES OBTAINED FROM CFAE					
Siena Heights Col. (Mich.)	1,000	800	192	24.0%	2,844	14.81
Viterbo Col. (Wisc.)	FIGURES OBTAINED FROM CFAE					
Webster Col. (Mo.)	5,000	1,250	147	11.8%	3,121	21.23
TOTALS	46,441	28,696	10,070	35.1%	201,570	20.17

Women's Colleges

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
	1,487		1,487	157		34,216	4.3%
		140,119	140,119	831	506,795	682,433	20.5%
			4,466	60		37,024	12.1%
			11,682	482	1,139	47,394	24.6%
			4,170	1,800		13,344	31.3%
			3,192	1M		47,439	6.7%
			5,779	50		25,802	22.4%
						68,797	
						17,810	
525	3,411	1,220	4,106	80M	175	30,441	13.5%
5,678	6,601	9,083	10,006	107M	1,161	64,561	15.5%
			20,040	668		108,698	18.4%
	1,299		1,299	250		18,431	7.0%
			152,730	472		172,331	88.6%
			2,100	150		8,380	25.1%
	5,186		5,186	313		48,754	10.6%
14,067	14,513	2,500	2,946	39	14,067	17,013	17.3%
			9,645	588		73,508	13.1%
	11,474		11,474	232		51,622	22.2%
2,556	34,946	1,000	33,390	1,259	10,500	92,857	35.9%
100	2,658	1,400	3,958	110		25,482	15.5%
			400	1M		27,401	1.5%
60	4,724	1,921	6,585	475	1,200	128,101	5.1%
			18,005	879	105,462	123,467	14.6%
			3,000	1M		14,100	21.3%
49,792	55,763		5,971	341		55,763	10.7%
	14,005	173	14,178	2,471		378,624	3.7%
			3,265	415		26,070	12.5%
						126,900	
49	7,614	10,747	18,312	868	25	30,880	59.3%
			2,020	407		37,364	5.4%
9,525	40,633		31,108	1,473	5,033	78,686	39.5%
	73,643	1,000	74,643	2,108		288,751	25.9%
			111	1M		36,136	.3%
			33,824	928	4,452	128,444	26.3%
			1,790	1M		31,951	5.6%
			9,428	265		315,831	3.0%
	2,844	300	3,144	192		40,855	7.7%
			100	1M		18,031	.6%
15,307	18,428	441	3,562	147M	24,046	75,754	4.7%
97,659	299,229	169,904	657,221	18,623	674,055	3,649,446	18.0%

NORTH CENTRAL (CONT'D)

Coeducational Collleges (8 of 9)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effec-tiveness of Solic-itation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Aquinas Col. (Mich.)	CAPITAL CAMPAIGN IN PROGRESS					
Dayton, Univ. of (Ohio)	9,248	6,220	2,515	40.4%	53,205	21.16
Dominican Col. (Wisc.)	ALUMNI FUND SUSPENDED FOR CAPITAL CAMPAIGN					
Marian Col. (Ind.)	FIGURES OBTAINED FROM CFAE					
Quincy Col. (Ill.)	FIGURES OBTAINED FROM CFAE					
St. Ambrose (Iowa)	5,250	4,600	1,589	34.5%	16,863	10.61
St. Norbert Col. (Wisc.)	6,000	3,400	314	9.2%	12,476	39.73
Steubenville, Col. of (Ohio)	NO ALUMNI FUND HAS BEEN ESTABLISHED AS YET					
TOTALS	20,498	14,220	4,418	31.1%	82,544	18.68
GRAND TOTALS	330,214	233,361	55,105	23.6%	2,156,293	39.13

SOUTH

Universities (1 of 1)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effec-tiveness of Solic-itation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Loyola Univ. (La.)	7,300	7,300	1,450	19.9%	26,898	18.55

Men's Colleges (1 of 3)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effec-tiveness of Solic-itation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Bellarmine Col. (Ky.)	900	643	154	24.0%	2,000	12.99

Women's Colleges (4 of 4)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effec-tiveness of Solic-itation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Barry Col. (Fla.)	5,000	2,500	161	6.4%	2,107	13.09
Nazareth Col. (Ky.)	1,105M	1,105	409	37.0%	11,228	27.45
St. Mary's Dominican Col. (La.)	2,000	1,600	509	31.8%	9,897	19.44
Siena Col. (Tenn.)	FIGURES OBTAINED FROM CFAE					
Ursuline Col. (Ky.)	ALUMNAE FUND JOINED WITH DEVELOPMENT PROGRAM					
TOTALS	8,105	5,205	1,079	20.7%	23,232	21.53

NORTH CENTRAL (CONT'D)

Coeducational Colleges

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
		5,975	5,975	301		437,017	1.4%
80	53,285	184,652	237,857	3,116	1,150	1,342,319	17.7%
			2,160	89		328,962	.6%
			1,932	272		22,434	8.6%
			8,000	150		45,753	17.5%
47,840	64,703		16,863	589	4,755	64,802	26.0%
	12,476	64,033	76,509	465		194,035	39.4%
		1,292	1,292	121		29,024	4.5%
47,920	130,464	255,952	350,088	6,103	5,905	2,[illegible]54,346	14.2%
2,511,777	4,668,070	2,960,541	5,454,404	68,843	1,299,796	20,945,110	26.[illegible]%

SOUTH

Universities

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
	26,898	14,387	41,285	1,473		289,686	14.3%

Men's Colleges

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
	2,000	110	2,110	165		136,603	1.6%

Women's Colleges

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
	2,107	395	2,502	161		237,832	.1%
665	11,893	9,241	20,469	410		76,038	26.9%
1,386	11,283	3,560	13,457	509	34	50,452	26.7%
			1,350			6,085	22.2%
			3,110	1M	487	56,820	5.4%
2,051	25,283	13,196	40,888	1,081	521	427,227	9.6%

SOUTH (CONT'D)

Coeducational Colleges (4 of 5)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effec-tiveness of Solic-itation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
St. Bernard Col. (Ala.)	2,020	2,020	245	12.1%	8,020	32.73
Spring Hill Col. (Ala.)	ALUMNI FUND JOINED WITH 3-YEAR DEVELOPMENT PROGRAM					
Villa Madonna Col. (Ky.)	1,000	1,000	412	41.2%	6,844	16.61
Wheeling Col. (W.Va.)	FIGURES OBTAINED FROM CFAE					
TOTALS	3,020	3,020	657	21.8%	14,864	22.62
GRAND TOTALS	19,325	16,168	3,340	20.6%	66,994	20.66

SOUTH WEST

Men's Colleges (3 of 5)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effec-tiveness of Solic-itation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Regis Col. (Colo.)	5,000	2,392	618	25.8%	22,738	36.79
St. Edward's Univ. (Texas)	3,500	1,100	215	19.5%	2,126	9.89
St. Michael's Col. (N.M.)	ALUMNI GIVING CONFINED TO SPONSORED ACTIVITIES					
TOTALS	8,500	3,492	833	23.9%	24,864	29.85

Women's Colleges (4 of 4)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effec-tiveness of Solic-itation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Incarnate Word Col. (Texas)	1,050	1,050	358	34.1%	1,150	3.21
Loretto Heights Col. (Colo.)	3,223	2,800	345	12.3%	4,769	13.82
Our Lady of the Lake Col. (Texas)	FIGURES OBTAINED FROM CFAE					
Sacred Heart Dominican Col. (Texas)	FIGURES OBTAINED FROM CFAE					
TOTALS	4,273	3,850	703	18.3%	5,919	8.42

SOUTH (CONT'D)

Coeducational Colleges

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
19,469	27,489		8,020	245		51,709	15.5%
			55,926	341		596,663	9.3%
	6,844		6,844	412	11,000	93,286	7.3%
				49		413,681	
19,469	34,333		70,790	1,047	11,000	1,155,339	6.1%
21,520	88,514	27,693	155,073	3,766	11,521	2,008,855	7.7%

SOUTH WEST

Men's Colleges

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
	22,738	22,289	45,027	618	2,790	120,146	37.5%
	2,126	51	2,177	215		46,546	4.7%
		4,036	4,036	20		5,361	75.3%
	24,864	26,376	51,240	853	2,790	172,053	29.8%

Women's Colleges

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donor To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
	1,150		1,150	358		271,610	.4%
	4,769	1,231	6,000	345	11,652	174,282	3.4%
			13,447	425		100,113	13.4%
			3,174	3		200,225	1.6%
	5,919	1,231	23,771	1,131	11,652	746,230	3.2%

SOUTH WEST (CONT'D)

Coeducational Colleges (4 of 6)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effectiveness of Solicitation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Dallas, Univ. of (Texas)	NO ALUMNI FUND YET					
St. Joseph on the Rio Grande, Col. of (N.M.)	FIGURES OBTAINED FROM CFAE					
St. Mary's Univ. (Texas)	5,941	5,941	525	8.8%	9,000	17.14
St. Thomas, Univ. of (Texas)	690	568	200	35.2%	852	4.26
TOTALS	6,631	6,509	725	11.1%	9,852	13.59
GRAND TOTALS	19,404	13,851	2,261	16.3%	40,635	18.00

WEST

Universities (6 of 6)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effectiveness of Solicitation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Gonzaga Univ. (Wash.)	6,546	5,046	801	15.9%	16,868	21.06
Loyola Univ. (Calif.)	6,185	4,031	1,181	29.3%	27,756	23.50
Portland, Univ. of (Ore.)	6,500	5,200	811	15.6%	4,343	5.36
San Francisco, Univ. of (Calif.)	8,354	7,650	1,587	20.7%	66,468	41.88
Santa Clara, Univ. of (Calif.)	7,500	5,126	1,968	38.3%	47,146	23.96
Seattle Univ. (Wash.)	ALUMNI FUND MERGED WITH CAPITAL CAMPAIGN					
TOTALS	35,085	27,053	6,348	23.5%	162,581	25.61

Men's Colleges (1 of 3)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effectiveness of Solicitation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
St. Mary's Col. (Calif.)	5,000	3,900	1,091	28.0%	31,404	28.78

SOUTH WEST (CONT'D)

Coeducational Colleges

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
						178,761	
			1,642	27		53,998	3.0%
104,000	113,000	25,221	34,221	577		56,161	60.9%
	852	300	1,152	250	636,750	637,902	.2%
104,000	113,852	25,521	37,015	854	636,750	1,026,822	3.6%
104,000	144,635	53,128	112,026	2,838	651,192	1,945,105	5.8%

WEST

Universities

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
557	17,425	32,436	49,304	830		242,484	20.3%
381	28,137		27,756M	1,181M		28,137M	98.6%
45	4,388	675	5,018	811		139,588	3.6%
357,399	423,867	4,679	71,147	1,587	5,952	528,705	13.5%
10,604	57,750	118	47,264	1,968	5,178	395,869	11.9%
			11,554	1M		337,803	3.4%
368,986	531,567	37,908	212,043	6,378	11,130	1,672,586	12.7%

Men's Colleges

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
894	32,298	58,835	90,239	1,100	4,052	225,258	40.1%

WEST (CONT'D)

Women's Colleges (8 of 12)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effectiveness of Solicitation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Holy Names, Col. of the (Calif.)	FIGURES OBTAINED FROM CFAE					
Holy Names Col. (Wash.)	FIGURES OBTAINED FROM CFAE					
Immaculate Heart Col. (Calif.)	FIGURES OBTAINED FROM CFAE					
Marylhurst Col. (Ore.)	4,300	1,410	848	60.1%	8,842	10.43
Marymount Col. (Calif.)	BEGINNING A CAPITAL CAMPAIGN					
Mount St. Mary's Col. (Calif.)	1,200	1,100	432	39.3%	5,603	12.97
Notre Dame, Col. of (Calif.)	900	750	175	23.3%	7,191	41.09
San Francisco Col. for Women (Calif.)	13,000	2,200	469	21.3%	4,904	10.46
TOTALS	19,400	5,460	1,924	35.2%	26,540	13.79

Coeducational Colleges (1 of 2)

NAME OF INSTITUTION	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effectiveness of Solicitation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Great Falls, Col. of (Mont.)	FIGURES OBTAINED FROM CFAE					
GRAND TOTALS	59,485	36,413	9,363	25.7%	220,525	23.55

Women's Colleges

Non Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
			9,049	1M		110,278	8.2%
			350	1M		26,361	1.3%
			5,000	1M		495,267	.1%
150	8,992	916	9,758	856		30,768	31.7%
						43,232	
125	5,728		5,603	432		58,317	9.6%
	7,191	8,330	15,521	175M		309,156	5.0%
	4,904	27,355	32,259	854	84,491	114,906	28.1%
275	26,815	36,601	77,540	2,320	84,491	1,188,285	6.5%

Coeducational Colleges

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
			3,220	1M		163,504	2.0%
370,155	590,680	133,344	383,042	9,799	99,673	3,249,633	11.8%

SUMMARIES (by Categories and Areas)

Universities	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effectiveness of Solicitation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Middle Atlantic (8 of 9)	98,195	68,225	10,656	15.6%	371,224	34.84
New England (1 of 1)	19,168	18,174	5,670	31.2%	248,052	43.75
North Central (7 of 7)	203,279	138,455	31,846	23.0%	1,495,904	46.97
South (1 of 1)	7,300	7,300	1,450	19.9%	26,898	18.55
West (6 of 6)	35,085	27,053	6,348	23.5%	162,581	25.61
TOTALS (23 of 24)	363,027	259,207	55,970	21.6%	2,304,659	41.17
Men's Colleges						
Middle Atlantic (15 of 17)	36,992	28,406	4,958	17.4%	119,647	24.13
New England (7 of 8)	30,227	23,863	7,604	31.9%	260,837	34.30
North Central (12 of 14)	59,996	51,990	8,771	16.9%	376,275	42.90
South (1 of 3)	900	643	154	24.0%	2,000	12.99
Southwest (3 of 5)	8,500	3,492	833	23.9%	24,864	29.85
West (1 of 3)	5,000	3,900	1,091	28.0%	31,404	28.78
TOTALS (39 of 50)	141,615	112,294	23,411	20.8%	815,027	34.81
Women's Colleges						
Middle Atlantic (31 of 34)	42,710	34,265	12,573	35.7%	258,220	20.54
New England (9 of 14)	8,525	7,766	3,811	49.1%	43,701	9.63
North Central (40 of 46)	46,441	28,696	10,070	35.1%	201,570	20.17
South (5 of 5)	8,105	5,205	1,079	20.7%	23,232	21.53
Southwest (4 of 4)	4,273	3,850	703	18.3%	5,919	8.42
West (8 of 12)	19,400	5,460	1,924	35.2%	26,540	13.79
TOTALS (97 of 115)	129,454	85,242	30,160	35.0%	559,182	18.38
Coeducational Colleges						
Middle Atlantic (4 of 4)	1,488	1,334	803	60.2%	5,266	6.56
New England (2 of 2)	718	308	125	40.6%	3,834	30.67
North Central (8 of 9)	20,498	14,220	4,418	31.1%	82,544	18.68
South (4 of 6)	3,020	3,020	657	21.8%	14,864	22.62
Southwest (4 of 6)	6,631	6,509	725	11.1%	9,852	13.59
West (1 of 2)						
TOTALS (23 of 29)	32,355	25,391	6,728	26.5%	116,360	17.29

SUMMARIES (by Categories and Areas)

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
338,486	709,710	494,488	910,162	13,245	48,770	10,256,800	8.9%
	248,052	102,804	350,856	5,716		1,057,218	33.2%
2,049,560	3,545,464	1,122,299	2,618,203	33,874	458,841	10,275,958	25.4%
	26,898	14,387	41,285	1,473		289,686	14.3%
368,986	531,567	37,908	212,043	6,378	11,130	1,672,586	12.7%
2,757,032	5,061,691	1,771,886	4,132,549	60,686	518,741	23,552,248	15.7%
53,827	173,474	251,630	910,724	10,620	1,581	2,700,426	33.7%
2,620	263,457	273,223	552,528	10,630	365	2,551,149	21.7%
316,638	692,913	1,412,386	1,828,892	10,243	160,995	4,555,250	40.1%
	2,000	110	2,110	165		136,603	1.6%
	24,864	26,376	51,240	853	2,790	172,053	29.8%
894	32,298	58,835	90,239	1,100	4,052	225,258	40.1%
373,979	1,189,006	2,022,560	3,435,733	33,611	169,783	10,340,739	33.2%
195,448	453,668	404,893	926,623	20,403	169,646	2,604,405	35.6%
25	43,726	13,214	158,681	3,840	21,710	613,392	25.9%
97,659	299,229	169,904	657,221	18,623	674,055	3,649,446	18.0%
2,051	25,283	13,196	40,888	1,081	521	427,227	9.6%
	5,919	1,231	23,741	1,131	11,652	746,230	3.2%
275	26,815	36,601	77,540	2,320	84,491	1,188,285	6.5%
295,458	854,640	639,039	1,884,724	47,398	962,075	9,228,985	20.4%
323	5,589	322	111,441	2,359		883,819	12.6%
81,717	85,551	200	10,409	125		316,484	3.3%
47,920	130,464	255,952	350,088	6,103	5,905	2,464,346	14.2%
19,469	34,333		70,790	1,047	11,000	1,155,339	6.1%
104,000	113,852	25,521	37,015	854	636,750	1,026,822	3.6%
			3,220			163,504	2.0%
253,429	369,789	281,995	582,963	10,488	653,655	6,010,314	9.7%

SUMMARY (by Category)

Category	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effectiveness of Solicitation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Universities (23 of 24)	363,027	259,207	55,970	21.6%	2,304,659	41.17
Men's Colleges (39 of 50)	141,615	112,294	23,411	20.8%	815,027	34.81
Women's Colleges (97 of 115)	129,454	85,242	30,160	35.0%	559,182	18.38
Coeducational Colleges (23 of 29)	32,355	25,391	6,728	26.5%	116,360	17.29
TOTALS (182 of 218)	666,451	482,134	116,269	24.1%	3,795,228	32.64

SUMMARY (by Area)

Area	Estimate Total Living Alumni (1)	Alumni Solic. Through Fund (2)	No. of Alumni Donors To Fund (3)	Effectiveness of Solicitation (4)	Alumni Gifts to Annual Fund (5)	Average Alumni Gift to Fund (6)
Middle Atlantic (58 of 64)	174,385	132,230	28,990	21.8%	754,357	26.02
New England (19 of 25)	58,638	50,111	17,210	34.3%	556,424	31.93
North Central (67 of 76)	330,214	233,361	55,105	23.6%	2,156,293	39.13
South (11 of 15)	19,325	16,168	3,340	20.6%	66,994	20.66
Southwest (11 of 15)	19,404	13,851	2,261	16.3%	40,635	18.00
West (16 of 23)	59,485	36,413	9,363	25.7%	220,525	23.55
TOTALS (182 of 218)	661,451	482,134	116,269	24.1%	3,795,228	32.64

SUMMARY (by Category)

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
2,757,032	5,061,691	1,771,886	4,132,549	60,686	518,741	23,552,248	17.5%
373,979	1,189,006	2,022,560	3,435,733	33,611	169,783	10,340,739	33.2%
295,458	854,640	639,039	1,884,724	47,398	962,075	9,228,985	20.4%
253,429	369,789	281,995	582,963	10,488	653,655	6,010,314	9.7%
3,679,898	7,475,126	4,715,480	10,035,969	152,183	2,304,254	49,132,286	20.4%

SUMMARY (by Area)

Non-Alumni Gifts to Annual Fund (7)	Total Gifts to Annual Fund (8)	Alumni Giving Not Credited to Fund (9)	Total of All Alumni Giving (10)	Total Alumni Donors To All Purposes (11)	Total Non-Alumni Parent Giving (12)	Total Gift Support To Institution All Sources (13)	Alumni Giving as % of Total Giving (14)
588,084	1,342,441	1,151,333	2,858,950	46,627	219,997	16,445,450	17.4%
84,362	640,786	389,441	1,072,474	20,311	22,075	4,538,243	23.6%
2,511,777	4,668,070	2,960,541	5,454,404	68,843	1,299,796	20,945,000	26.1%
21,520	88,514	27,693	155,073	3,766	11,521	2,008,855	7.7%
104,000	144,635	53,128	112,026	2,838	651,192	1,945,105	5.8%
370,155	590,680	133,344	383,042	9,798	99,673	3,249,633	11.8%
3,679,898	7,475,126	4,715,480	10,035,969	152,183	2,304,254	49,132,286	20.4%

1958-1959 LEADERS IN GIVING

TOTAL GIFT SUPPORT FROM ALL SOURCES

$4,706,380	Georgetown University
2,932,479	St. Louis University
2,611,441	Catholic University of America
2,027,063	University of Notre Dame
1,876,700	Loyola University (Ill.)
1,521,160	Creighton University
1,370,751	Fordham University
1,342,319	University of Dayton
1,255,398	College of St. Thomas (Minn.)
1,063,770	Marquette University

TOTAL ALUMNI GIVING

$1,116,500	College of St. Thomas (Minn.)
729,603	St. Louis University
703,680	University of Notre Dame
692,325	Creighton University
452,083	St. Mary's Seminary and University
399,053	College of the Holy Cross
350,856	Boston College
337,525	Georgetown University
237,857	University of Dayton
230,101	Fordham University

ALUMNI GIFTS TO ANNUAL FUND

$ 703,680	University of Notre Dame
292,235	Creighton University
248,052	Boston College
169,126	St. Louis University
167,779	Marquette University
144,665	College of the Holy Cross
143,515	Georgetown University
132,843	St. John's University (Minn.)
103,015	Xavier University (Ohio)
83,178	DePaul University

TOTAL ALUMNI DONORS

11,689	University of Notre Dame
5,716	Boston College
5,178	St. Louis University
5,002	College of the Holy Cross
4,276	Georgetown University
4,261	Marquette University
4,199	University of Detroit
3,916	Providence College
3,613	Xavier University (Ohio)
3,480	Creighton University

ALUMNI CONTRIBUTORS TO ANNUAL FUND

11,689	University of Notre Dame
5,670	Boston College
5,154	St. Louis University
4,953	College of the Holy Cross
4,261	Marquette University
3,916	Georgetown University
3,479	Creighton University
3,250	University of Detroit
3,031	Xavier University (Ohio)
2,515	University of Dayton

PERCENTAGE OF EFFECTIVENESS IN ANNUAL GIVING

69.0%	Notre Dame College (N.Y.)
63.1%	Rosary Hill College
62.9%	Immaculata College
60.8%	St. Mary's College (Ind.)
60.2%	Le. Moyne College
60.1%	Marylhurst College
59.1%	College of Our Lady of Cincinnati
57.1%	Xavier University (Ohio)
54.7%	Regis College (Mass.)
54.1%	Emmanuel College

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